Proposed Amendments to the Claims

Claims 39-59 were pending and presented for examination. Claims 39 and 47 are herein amended. Applicants respectfully request entry of the proposed amendments.

1-38. (Cancelled)

39. (Currently Amended) A computer implemented method for providing information from a seller about an on-line group buying sale hosted by a sales server to a referring website for referring potential buyers to the on-line group buying sale, the method comprising:

      receiving from the ~~at least one~~ seller, information about a plurality of on-line group buying sales, the information comprising a description of an item for sale in a on-line group sale;

      receiving from the ~~at least one~~ seller, instructions for conducting the plurality of on-line group buying sales;

      storing in a memory the information and instructions received from the seller;

      receiving from the referring website, instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for the referring website;

      receiving from the referring website, a request for information about an on-line group buying sale;

      responsive to the request for information, the instructions for conducting the on-line group buying sales, and the instructions for selecting an on-line group buying sale, selecting for the referring website an on-line group buying sale from the plurality of on-line group buying sales;

      generating a display associated with the selected on-line group buying sale;

      generating a link to the display; and

      providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated with the selected on-line group buying sale and participate in the selected on-line group buying sale.

40.   (Previously Presented) The method of claim 39 wherein the request for information from the referring website contains a sales criterion, and selecting an on-line group buying sale is performed responsive to the sales criterion.

41.   (Previously Presented) The method of claim 40 wherein the sales criterion comprises at least one of: a timing criterion, a price criterion, a keyword criterion, and an item criterion.

42.   (Previously Presented) The method of claim 39 wherein the on-line group buying sale is offered exclusively to potential buyers who access the on-line group buying sale through the link provided to the referring website.

43.   (Previously Presented) The method of claim 39 further comprising receiving instructions for displaying an on-line group buying sale from the referring website, and wherein generating a display is performed responsive to the instructions for displaying.

44.   (Previously Presented) The method of claim 43 wherein the instructions for displaying specify displaying the selected on-line group buying sale in one of: a carousel scheme, a random scheme, and a shuffle scheme.

45.   (Previously Presented) The method of claim 39 wherein the display comprises a link back to the referring website.

46.   (Previously Presented) The method of claim 39 wherein an instruction of the instructions for selecting comprises a selection, from a hierarchy of categories, of a category of goods/services to be sold in an on-line group buying sale.

47.   (Currently Amended) A computer program product for providing an on-line group buying sale to a referring website, the computer program product comprising a computer-readable medium containing computer program code for:

receiving from a seller, information about a plurality of on-line group buying sales;

receiving from the seller, instructions for conducting the plurality of on-line group buying sales;

receiving from the referring website, instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for the referring website;

storing the information and instructions received from the seller in a memory;

receiving from the referring website, a request for information about an on-line group buying sale;

responsive to the request for information, the instructions for conducting the on-line group buying sales, and the instructions for selecting an on-line group buying sale, selecting for the referring website an on-line group buying sale from the plurality of on-line group buying sales;

generating a display associated with the selected on-line group buying sale;

generating a link to the display; and

providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated with the selected on-line group buying sale and participate in the selected on-line group buying sale.

48. (Previously Presented) The computer program product of claim 47 wherein the request for information from the referring website contains a sales criterion, and wherein the code for selecting comprises code for selecting responsive to the sales criterion.

49. (Previously Presented) The computer program product of claim 48 wherein the sales criterion comprises one of: a timing criterion, a price criterion, and an item criterion.

50. (Previously Presented) The computer program product of claim 47 wherein the on-line group buying sale is offered exclusively to potential buyers who access the on-line group buying sale through the link provided to the referring website.

51. (Previously Presented) The computer product of claim 47 further comprising code for receiving instructions for displaying an on-line group buying sale from the referring website, and wherein the code for generating comprises code for generating a display responsive to the instructions for displaying.

52. (Previously Presented) The computer product of claim 51 wherein the instructions for displaying specify displaying the selected on-line group buying sale in one of: a carousel scheme, a random scheme, and a shuffle scheme.

53. (Previously Presented) The computer product of claim 47 wherein the display comprises a link back to the referring website.

54. (Previously Presented) The computer product of claim 47 wherein an instruction of the instructions for selecting comprises a selection, from a hierarchy of categories, of a category of goods/services to be sold in an on-line group buying sale.

55. (Previously Presented) A computer-implemented user interface for providing services to a seller for conducting an on-line group buying sale, the interface comprising:

a first portion for receiving a description of items for sale in an on-line group buying sale;

a second portion for receiving instructions for offering the items in the on-line group buying sale to one or more potential buyers;

a third portion for receiving instructions for conducting the on-line group buying sale for the items, the third portion comprising a pricing tool for generating pricing instructions for the seller;

a fourth portion for providing to the seller status updates of the on-line group buying sale while the on-line group buying sale is going on;

a fifth portion for receiving updated instructions for conducting the on-line group buying sale for the items; and

a sixth portion for receiving instructions for offering the items in the on-line group buying sale to users of a referring website.

56. (Previously Presented) The interface of claim 55 further comprising a seventh portion for receiving sales certification information from the seller.

57. (Previously Presented) The interface of claim 55 wherein the pricing tool is configured to use data about past on-line group buying sales transactions to generate the pricing instructions.

58.   (Previously Presented) The interface of claim 55 further comprising:

a seventh portion for providing information about at least one of: an ignore scheme, a bonus program, and product delivery.

59.   (Previously Presented) The interface of claim 55 wherein the first and the second portions are distinct portions of the interface.